Job No. 861 Fe		ber	Place
1.4 AND	22-417, 2550		A MANAGEMENT OF THE PROPERTY O
	FOR PINK	AND REUE OIL	ESTIONNAIRES ONLY:
		er degr	
		CROSS-SECTIO	NI10_1
		OVERSAMPLE	
		t je pře	ting the second section of the second section is the second section of the second section of the second section is the second section of the second section of the second section is the second section of the second section of the second section is the second section of the section of the second section of the section of the second section of the section
4. How long ago did yo	u first start to smoke filter tip	s regularly?	6. What brand of non-filter-tip cigarettes were you smoking befor
	斯·克尔斯克斯克克克克克克克克克克克克克克克克克克克克克克克克克克克克克克克克		you first started to smoke filter tips regularly?
Less the	nan 3 mos.	11-1	Always smoked filters (vol.) 14-
	. — less than 9 mos.	9.	
J. Med	— les than y most		Camels
9 шоз	. — less than 1½ yrs	3	Chesterfield:
			Regular:
11/2 y	rs. — less than: 2½, yrs	4	King
2 ⁴ / ₂ y	rs. — less than 3½ yrs.	5	
		:	Herbert Tareyton
31½ y	rs. or more	6	Kool
Don't	know		Lucky Strike
		٠	·
			Old Gold:
			Regular
5. Why did you first s	tart: to: smoke: filter: tips: regula	arly?:	King
	· · · · · · · · · · · · · · · · · · ·		Pail Mall
	rus en	12	Philip Morris:
••			Regular
			King
		13-	
			Spud
			Other regular.
	Don't knov	w13-Y	Other king
			No regular brand
			Don't know

Never		never heard of?		. y, * - ,	of 18 1 38%	ONDENT WH	THE CARDY	Are there	. amy bra	nds on t	Mar not :	
Never	uring Romania		<u>. 76.</u>	8a.	<u>9a.</u>	10a.	<u>. 1</u>	<u> </u>			<u>.</u>	يجور فرواقين
Du Maurier 2 2 2 2 2 2 4 3 5 Recore 3 3 3 3 3 7 8 6 Herbert Tareyon (Glete) 4 4 4 4 4 0 0 X Perlies meet Kent 5 5 5 5 5 5 5 3 3 5 29-1 2 end/or Kool 6 6 6 6 6 6 6 6 6 6 6 4 5 Merl- L & M 7 7 7 7 7 7 7 7 7 7 7 7 7 8 b bero Maribore (Glere) 8 8 8 8 8 8 8 8 8 0 0 X one Old Gold (Gifer) 7-1 19-1 21-1 22-1 22-1 22-1 23-1 30-1 2		hea	rd Never	started			Pre	sent	smoked regu-	but never smoked		Don kno
Encore 3 3 3 3 3 7 8 Herbert Tarryton Glater)		Commander16-	118-1	20-1	22-1	24_1	2	-	28-1	2		-
Herbert Tareyon (filter)			44.5	1.42		2	· • · • · • • • • • • • • • • • • • • •	_2: :	,4	- 1	44-5-6	+ 1
Kent	- \^		33	3		3		≒3	<u>_</u>	8		
None or don't know 33-Y Coher: Second Sec		(filter)	44	4	4		****** <u>-</u>	_4	0	x		
L & M				5		5			29-1			
Mariboro (6lter) 8	¥. (1) #1	A.				6		_6	4	5.		·. ·
Old Gold (filter) 17-1 19-1 21-1 23-1 23-1 27-1 30-1 2 of the of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 3 3 3 3 3 7 8 Subset of the Parliament 2 3 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of the Parliament 2 2 2 2 2 2 4 5 5 Subset of						8		8		/		
Parliament		The state of the first state of the state of		 _2I+1		25-1	2	7–1	30~1	2		
Winston	y - 3	Parliament	22	2		2	/ 역사되다 기가 	_2	4			
Winston 5 5 5 5 5 5 5 5 31-1 2 Other filter XXX XXX 6 (Skip 6 6 6 6 4 5 5 7 7 XXX XXX XXX XXX 7 to 11) 7 7 7 XXX XXX XXX XXX XXX XXX 8 to 12) 8 to 11e) XXX XXX XXX XXX XXX XXX XXX XXX 1				3	3		·	_3	7			
Other filter XXX XXX 6 6 6 6 6 4 5 No regular brand XXX XXX 7+0 111 7 7 7 XXX XXX XX XX Still smoking brand XXX XXX XXX 8+0 12 8+0 112 8+0 112 XXX XXX XX XX Non-filter brand XXX XXX XXX 9 9 9 XXX XXX XXX XX XX XX	41.0	• • •			4	4	-	_ 4	0	×	, ,	
No regular brand XXX XXX				5	5	5		_ 5	_ 31~1	21	-	
No regular brand XXX XXX 740-117 7 7 7 XXX XXX XXX XXX XXX Stll smoking brand XXX XXX XXX 840-12 8 to 11c) 8tip (5kip (5kip 5kip 5kip 5kip 5kip 5kip 5kip 5kip		Other filter XXX	XXX			6		6 >	·4	5		
Still smoking brand XXX XXX XXX XXX 9 9 XXX XXX XXX XXX XX		No regular brand XXX	XXX		111) . 7				XXX	XXX		XX
CSkip Skip Skip O to 9 to 10		Still smoking brand XXX	C XXX	XXX.					XXX	XXX		XX
Don't know XXX XXX 0 to 9a) 0 to 10a) 0 0 XXX XXX XXX XX 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried). I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN) IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY) C. Is there any particular reason why your have never tried (Marlboro; Parliament, others)? Marlboro: 34- Parliaments: 35- None or don't know 35- None or don't know 33- None or don't know 33- None or don't know 33- Other: 40- Other: 40- Other: 40- Other: 41- Other: 41- Other: 41- Other: AND O O O XXX XXX XXX XXX XXX XXX XXX XXX AND O O O XXX XXX XXX XXX Base What was the first filter-tip brand you smoked regular frequency in the list have such as a pack of them) (RECORD ABOVE IN 8a, COLUMN) b. Why did you choose (brand in 8a) as your regular brand in 8a) as your regular brand in 8a. Base What was the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the first filter-tip brand you smoked regular frequency in the filter-tip brand you smoked regular frequency in the filter-tip brand you smoked regular frequency in the filter-tip brand you switch filter-tip brand you switch from the fil		Non-filter brand XXX	XXX:	XXX	9.	9	x	XX-	XXX	XXX		XX
list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 8g, COLUMN). 1 F RECORDED IN 76 ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY). 2. Is there any particular reason why you have never tried (Marlboro, Parliament, others)? Marlboro: 34- None or don't know		Don't: knowXXX	xxx					0:	XXX	XXX		XX
IF RECORDED IN 75 ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY) C. Is there any particular reason why you have never tried (Marlboro, Parliament, others)? Marlboro: 34- 35- None or den't know		list have you never smoked as much as	tried—(by	never trie	di I mean ne	ver					smoked	regular!
AND ONE OTHER X'd BRAND (IF ANY) c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)? Marlboro: 34- 35- None or don't know						ь.	Why did yo	я сроозе	brand in	8a) as y	our regul	lar bran
C. Is there any particular reason why you have never tried (Marlboro, Parliament, others)? Marlboro: 34- 35- None or den't know					ENT, MARLBO	RO						
(Marlboro: 39- Marlboro: 39- Marlboro: 39- None or don't know 35-Y Pathaments: 32- 33- None or don't know 33-Y Other: 36- Marlboro: 39- None or don't know 35-Y Pathaments: 32- 33- None or don't know 33-Y Other: 40-					have never tr	ied						3.8
Parliaments: 34- 35- None or don't know												
None or don't know		Marlboro:									:	39-
None or don't know					3.4	-		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		٠.	,	
None or don't know	*							. 1	. :	Don't	know	39-
Parliaments: 9a. What brand did you switch to when you stopped smok (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN) 32- 33- None or don't know					• • • • • • • • • • • • • • • • • • • •	-		1,1	*		, PN	
Parliaments: (brand in 8a)? (RECORD ABOVE IN 90, COLUMN): 32- 33- None or don't know			Non	e or don't	know 35-		TWO LAND OF THE PARTY OF THE PA	3:1	. 12-1 -			4
32- 33- b. Why did you switch from (brand in 8a) to (brand in 9a) None or don't know		Parliaments:				44.						
None or don't know					32-	-]	- *					
None or don't know					13.	- h	Why did vo	u switch fr	om (bran	id in 8a)	to (bran	ıd'in 0≤
Other: 40-			NI	الاحداد وماد		Į!	, , .					
36			- INON	e or gonit.	Kuow 53-	-1						
36		Other:										40-
. 41-						1						
						1						
					36-				,			
						-			•			41-

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)	IF RECORDED IN 13ª "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBORDS AND ONE OTHER X'd BRAND, IF ANY
	13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?
b. Why did you switch from (brand in 9a) to (brand in 10a)?	Marlboro:
* 17 (24) 17 (24) 18 (24) 18 (25) 18 (52 Don't know
Don't know43-Y	Parliaments:
11a. And your present brand is is that right? (RECORD AT LEFT IN 11a. COLUMN)	49
The first of the f	Don't know50-Y
b. Why did you switch to that brand from your previous brand?	Other:
	53-
	54 Don't know54-Y
45-	ASK EVERYONE
Don't know45-Y	14a. If you couldn't get your regular brand, what brand would you buy as a second choice?
c. How long have you been smoking; your present: brand?.	2nd Would choice not buy
Less than 3 mos46-1	Du Maurier55-157-1 Encore:22
3 mos.—less than 9 mos 2 9 mos.—less than 1½ yrs 3	Herb. Tareyton (filter) 3 3 3 Kent: 4 4
1½ yrs.—less than 2½ yrs4	L & M 5 5 Marlboro 6 6 Old Gold (filter) 7
2½ yrs.—less than 3½ yrs5	Parliament 8 8 Regent 56-158-1
Don't know7	Sano (filter) 2 2 Viceroy 3 3 Vogue 4 4 Winston 5 5
12. Are there any other things you particularly like about your present brand that you have not mentioned?	Other filter66 Any filter7 XXX
47-	Go back to non-filter: Regular size8 XXX King size9 XXX
48+	Either regular or king 0 XXX None X X/ (\$kip
Don't know48-Y	Don't: know Y Y † 15} b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)
CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EYER IN QUES. 7-11.	c. Why wouldn't you buy that brand? Any other reasons?
13a. That leaves (brands) as ones you have tried but never- smoked as a regular brand—is that correct?:	60-
(RECORD: AT' LEFT' IN 13a. COLUMN)	Don't know60-Y

۲	۷
	こ
)
-	•
	Ţ
C)	ì
Ľ	ì
4)
	,
۵	É
_	

15.	Here is a card with a list of words and phrases. (HAND
	RESPONDENT YELLOW CARDI Which of these work	da and
	phrases would you use to describe (Kents, etc.)? Any	others?
	Which of the words and phrases on the card	would
	you use to describe (L & M, etc.)? (ROTATE ORD)	ER OF
: ".:	PRANTE ACKEDS	

		Mari- boro	Parlia- ment	Kents	L&M
1.	Tastes like a real cigarette			17-1	20-1
2.	Man's cigarette	2	2	2	2
	The street of the	-			•
4.	High class	4	4	4	4
5.	Snobbish	5	5	5	5
6.	Poorly made	6	6	6	6
7.	Too expensive		7	7	7
8.	Good value for money	8	8	8	8
	Hard to draw on				
10.	Good flavor	0	0	0	0
11.	Not enough taste	12-1	15-1	18-1	21-1
12.	More attrac- tive tip	2 :	2	2	2
13.	Too strong	3	3	3	3
	Superior quality				
15.	Odd or peculiar				
	Mild				
	Up-to-date				
	Distinctive				
	Satisfying				
	Easy to draw on	0	0	0	0 :
21.	Popular with women	13-1	16–1	19-1	22-1
22.	For: me	2		2	2
23.	Not for me	3	3		3
	None or don't	4	4	4:	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card [HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

1	House- wife	English-	Ilamorous movie actress	college:
Du Maurier	23 – 1i	24–1	25–1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3:			
			37.47	,
		10.00		
Kent		4		
and the second		400		J. C. S.
L & M	5	5	5	
The second section is a second				
Mariboro	6	6	6	6
:				
Old Gold (filter)	7.	7	7	7
Parliament	8	8	8	8
Viceroy	9	9.1		9
Winston	o	0:	0	
Wouldn't use filter (vol.)	x	X	x	>
Don't know	37	•••		_

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? [[HAND_RESPONDENT_PINK_CARD]]

RESPONDENT FINE CARDI			_						
	Best taste	Worst taste	Best looking package	looking	type of package	type of package	Most- effective <u>filter</u>	Least effective filter	
Du Maurier	27-1	28-1	29-1	30-1	3i-1	32÷1	33-1	34+1	
Encore	2.	2	2	2	2	2	2:	2	
Herbert Tareyton (filter)	3	3	3			3.	3.	3	
Kent	4	4	4	4.	4	4	4	4	
L & M	5 [,]	5:	5	5	5	5	5	5 !	
Marlboro	6	6	6	6	6	6	6	6	
Old Gold (filter)	7 -	7 [:]	7	7 ·	7	7	7		
Parliament									
Viceroy									
Winston	o:		9	0	0	0	0	0	
Don't know	X	X	X	x :	X:	X	X	X	

18a. When you go to buy your regular brand of filter tips, do	19b. Which filter tip brands would you say are the higher- priced brands?
you find that: Like of Control of the control of the	general printer
You never have any trouble finding a store that	Good buy
carries them35-1	Higher for Nota Don't
with the second	priced money good buy know
OR CR	Du Maurier 40-1 42-1 2 3
	· · · · · · · · · · · · · · · · · · ·
A few stores don't carry them, but most stores do2	Encore2 42-456
OR	Herbert Tareyton
	(filter) 3 42-7 8 9
While many stores do carry them, a lot of stores don't 3	Kent4 42-0 XY
OR	L & M
	20 171 171 171 171 171 171 171 171 171 17
Only a few stores carry your regular brand	Marlboro 6 43+4 5 6
	Old Gold (filter):
Don't know	14 14 17 18 18 18 18 18 18 18
	Parliament843-0XY
	Regent41-144+123
b. Did you buy any filter tip cigarettes yesterday (Saturday)	Sano (filter) 244-4 56
either for yourself or someone else?	· · · · · · · · · · · · · · · · · · ·
Yes36-1 (Ask c)	Viceroy 3 - 44-7 9
,	Vogue 4 44-0 X Y
No:2)	Winston545-123
(Skip to 19)	
Donit: know3/	Other6
	Don't know 7
- Tr 113 U2	
c. How many did you buy?	(FOR EACHIBRAND RECORDED IN "6")
By the By the	c. Do you think: (brand) is a good buy for the money, or
pack: carton	don't you think they are worth the price?
-	(RECORD ABOVE):
1 pack 37-1 1 carton 5	
	IF RECORDED IN 196 ASK FOR PARLIAMENT, MARUBORO
2 packs 2 2 cartons 6	AND ONE OTHER X'S BRAND, IF ANY
	d. Why do you think (Marlboros, Parliaments, other) cost
3:- 9 packs 3 3: or more cartons 7	more than other brands?
10 or more packs4 Don't know8	Mariboros:
(not carton)	40
	48-
••	49-
	¬¬¬
d. Where did you buy them?	· · · · · ·
d. Where did you buy them?	Don't know 49-Y
	Don't know49-Y
	Don't know49-Y
	Don't know49Y Parliaments:
Drugstore38-1. Vending machine 4	Parliaments:
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5	
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5	Pårliaments:
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5	Parliaments:
Drugstore38-1. Vending machine 4 News-cigar stand or store2 Other5 Grocery store or3 Don't: know6	Pårliaments:
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5 Grocery store or	Parliaments: 46-
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5 Grocery store or supermarket:3 Don't know6	Parliaments: 46- 47- Don't know
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5 Grocery store or	Parliaments: 46-
Drugstore38-1 Vending machine 4 News-cigar stand or store2 Other5 Grocery store or supermarket:3 Don't know6	Parliaments: 46- 47- Don't know
Drugstore	Parliaments: 46- 47- Don't know
Drugstore38-1. Vending machine 4 News-cigar stand or store2' Other5 Grocery store or	Parliaments: 46- 47- Don't know

	μ
	1
	V
	Ú
	9
	N
-	

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cirgarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?	21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size? Regular size61-1 Long-size (voll)4
	King-size 2 Either5
Best Worst	In-between 3 Don't know 6
Activated char- coal filter52-1	
Cellulose ace-	22 What is your occupation?
tate filter3 (Ask b)3 (Ask d)	Executive and professional62-1
Cotton445	C. II L.
Purocel filter 6	Small business proprietor2
	White collar3
None	Personal service and protective4
Don't know a sol	Factory labor
b. Do you happen to know a brand which uses that material in its filter? (If; "yes") What brand?	Non-factory labor
b. d. Has Has	Farm proprietor
best: worst	Fårm låbor
Yes:	Housewife
Du Maurier54-1:56-1	Other
Encore22	Other
Herbert Tareyton (filter)	
•	23a. Are: you: married or: single?
Kent44	Married63-1 (Ask b)
L & M5	Single2
Mariboro66	(SKIP TO INSTRUC
Old Gold (filter):	Divorced
Parliament: 8 8:	Widowed 4
	• • • •
Regent 55-1 57-1	b. What: brand of cigarettes does your (husband) (wife smoke?)
Sano (filter)	Does not smoke cigarettes64-
Viceroy33	Does not live with respondent: (vol.):
Vogue44	
	Smokes:
Winston	Du Maurier65÷1 Regent66÷
Other (filter) 6	Encore:2 Sano (filter)
<u>No</u>	Herbert Tareyton Viceroy
<u>Don't: know</u> 8 8	Kent: 4.
man in the second secon	L & M5
 Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE) 	Marlboro 6 Other filter
	Manager
d. Can you think of a brand which uses that material in its	
filter? (If "yes") What brand? (RECORD ABOVE)	Parliament 8 Don't know

BLUE SAME PRICE	BLUE SAME PRICE	
(and Parliament) 67-1 (Ask 24)	(and Parliament)	67-4 (Ask 24)
BLUE 4 (and Parliament) 2 (Ask 25)	BLUE 2 (and Parliament)	S (Ask 26)
RED (and Parliament)3 (Ask 25)	BUFF (and Parliament)	6 (Ask 25)
		La Santa La Caracteria
24. Parliament is considering making some changes in the pres and 5 packages of the one they are thinking of changis smoke both kinds and become familiar with them—to see w	ng to. I'll call back in about a week-	after you have had a chance
25. Parliament is considering making some changes in the present of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a change to moke both kinds and become familiar value to call?	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like). I'll call back i Winston price plus 4e.	from store to store, but prese Winstons for example, sell for about a week after you ha
had a chance: to smoke both kinds and become familiar: v	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like 1. I'll call back: Winston price plus 2e	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like 1. I'll call back: Winston price plus 2e	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a chance to smoke both kinds and become familiar v	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like 1. I'll call back: Winston price plus 2e	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a chance to smoke both kinds and become familiar v	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like 1. I'll call back: Winston price plus 2e	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like 1. I'll call back: Winston price plus 2e	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip, cigarettes, like). I'll call back with them—to see which type you prefe	t from store to store, but prese Winstons for example, sell f in about a week after you ha
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip, cigarettes, like). I'll call back with them—to see which type you prefe	t from store to store, but prese Winstons for example, sell fin about a week after you har. When would be a good tir
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip, cigarettes, like). I'll call back with them—to see which type you prefer them—to see which type you prefer to see. Sex: Male	trom store to store, but prese Winstons for example, sell fin about a week after you have. When would be a good time. When would be a good time. Economic level:
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most: brands of filter-tip eigarettes, like h. P.II call back: Winston price plus 2e' with them—to see which type you prefer them.	FUAL Economic level: A 68
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip, cigarettes, like). I'll call back with them—to see which type you prefer them—to see which type you prefer to see. Sex: Male	FUAL Economic level: A: 68
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for (had a chance to smoke both kinds and become familiar v for me to call?	to. Of course, the price varies somewhat most brands of filter-tip eigarettes, like in the price plus 2e with them—to see which type you prefer them.	FUAU Economic level: A
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a chance to smoke both kinds and become familiarly for metto call?	to. Of course, the price varies somewhat most brands of filter-tip eigarettes, like a large of the price plus 2e with them—to see which type you prefer them.	FUAL Economic level: A 68
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a chance to smoke both kinds and become familiarly for metto call?	to. Of course, the price varies somewhat most brands of filter-tip eigarettes, like a large of the price plus 2e with them—to see which type you prefer them to see which type y	FUAU Economic level: A 68 B C D
and 5 packages of the one they are thinking of changing Parliaments sell for about () around here, while about (). These new Parliaments would sell for () had a chance to smoke both kinds and become familiar v for me to call? Name of Respondent: Street: Town:	to. Of course, the price varies somewhat most brands of filter-tip cigarettes, like a large of the price plus 2e with them—to see which type you prefer with them—to see which type you prefer to see. Male	FUAU Economic level: A 68 B C D Race: White 68

ŀ	د_
- 5	_
- (Ξ
-	=
	╮
-	-
•	Ú
	Ž
	Ņ
	۷
	_
U	Ç.
7	J.
7	7
	J

(PRICE DIFFERENT)	PRICE SAME)
We are testing several different kinds of cigarettes, so I'd like to	28a. How many of the cigarettes of each of the two different
check to see just which ones I gave you. I think I gave you some packages of existing Parliaments which sell for about ()	types have you smoked?
around here and some of the new type which would sell for	
() instead of () like Winstons or Marlboros. Is that correct?	Present New
28a. How many of the cigarettes of each of the two different	None 11-1 (Ask b) 11-6 (Ask b)
types have you smoked?	Less than 1 pack2
Present New New	The first term of the first te
None 11+1 (Ask b)11-6 (Ask b)	1 to less than 3 packs3 [Skip]
Less than 1 pack7	3 packs or over 4 9 \ 301
1 to less than 3 packs38 [!Sklp	Don't know5/0 /
3 packs or over49 (29)	
Don't know0	b. Why haven't you amoked any of (these, the) cigarettes?
	why haveall you amoked any or (these, the) digarentes:
b. Why haven't you smoked any of (these, the) cigarettes?	
Carlo Barranana Carlo Barranananananananananananananananananan	The state of the state of the state of the state of
Present the date of the second	Present
12-	12-
13-	13-
Don't know13-Y	Don't: know13-Y
New New	New
14-	14-
15-	15-
	Don't know15-Y
Don't know15-Y	Both
<u>Beth'</u>	16-
	17-
17–	\ \
Don't know17-Y	Don'tiknow17-Y
IF SMOKED NO NEW PARLIAMENTS, TERMINATE	IF SMOKED NO NEW PARLIAMENTS, TERMINATE
29a. Leaving aside the difference in prices, which of the two cigarettes do you like better?	30; If both kinds were available, which do you think you would
a. d.	moke?
Present 18-1 (Ask h) 19-5 (Skip)	Present 18-1 (Ask 31)
10:329	New2: (5kip to 33)
New 2 [Skip 6 (Ask e)	Both3)
No difference 3 (Skip XXX) (Skip	(Skip to 35)
Don't know 4/to d) 8//to 35/1	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
b. Would you say you like the present Parliaments a lot better or only a little better than the new Parliaments?	21 77 16
Lot better	31a. Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?
Little better 2 Don't know 3	only a batter bester than the new Partiaments:
c. Why do you like the present Parliaments better than the	Lot better19-1
new ones?	Little better
20-	Don't know3
21-	· ·
Don't know 21-Y	b. Why do you like the present Parliaments better than the
d. Now, considering everything, taster price, package and the	new ones?
filter, which do you think you would be most apt to smoke	
regularly if both types were available? [RECORD ABOVE]	20-
e. Why would you smoke those instead of the present Parlia- ments?	<u>`</u>
	· 21-
23L. (. (SKip	21-
22- 23- (5kip to 35) Don't know 23-Y	
	Don't know 21-Y
	•

ı	
ı	
ı	
ı	
ı	
ł	i
ı	
ı	<u> </u>
ŀ	
ı	_
ı	
ľ	
l	01
ł	
ŧ	• 1
ļ	V
l	75192
ľ	- (
l	-
i	
	~
	40.7
	-

32a. If you couldn't get these present Parliaments, and the new type of Parliaments were only the Parliament cigarettes available, what brand of cigarettes do you think you would	35. What things, if any, don't you particularly like about the new Parliaments?
Sign smoke?	
New Parliament 24-1 (Ask b)	
Du Maurier2	29-
Encore:	
Herbert Tareyton (filter)4	
Kent5 Kool6	Don't know 29-
L & M	ASK EVERYONE
Regular	36. Here is a card with a list of words and phrases on it. Whi
King8	of these words or phrases would you use to describe the no
Mariboro9	Parliaments? (HAND: RESPONDENT: YELLOW CARD)
Old Gold (filter)25-1 (Skip to c)	1. Tastes like a real cigarette 30-
Regent2	2. Man's cigarette
Sano3	3. The cleanest smoke
Viceroy 4	4. High class
Vogue5	
Winstons 6	5. Snobbish
Other (filter)	6. Poorly made
Non-filter 8	7. Too expensive
Don't know9 (\$kip to 35)	8. Good value for money
b. Even though you don't like them as well as the present	9. Hard to draw on
Parliament: why, do you like these new Parliaments better	10. Good flavor
than other filter-tip brands?	II Not enough taste:
I_{c}	12. More attractive tip
26-	
((Skip	18. Too strong
27- (35)	14) Superior quality:
\ 30%	15. Odd or peculiar taste
Don't know27-Y	TO. WILL
•	17. Up-to-date
c. Why do you like that brand better than these new Parlia-	18. Distinctive
ments?	19. Satisfying
· · · · · · · · · · · · · · · · · · ·	20. Easy to draw on
26-	21 Pos. 1 24
((Skip	21. Popular with women
27.4 (36)	22. For me
	252 Noti for me
Don't know27-Y	None or don't know
	•
33. Would you say you like these new Parliaments: a lot better	WW. 1971
or only a little better than the present Parliaments?	37a. Which of the two types of Parliament did you think we better as far as taste or flavor is concerned?
Lot better 19-1	better as the assuage or gayor is concerned;
Little better 2	Present 32-1)
Don't: know 3	New
Don't Riow 3	
24 Why do you like the are 2 to the	No différence or don't know 3 (Skip to 38)
34. Why do you like these new Parliaments better than the present Parliaments?	h Why do you shight that are to it to a
	b. Why do you think that one has the better taste or flavor
20-	33-
	2.4
21	34–
21 Don't know 21-Y	24-

Francisco de la compania de la comp	and the second of the second o
38a. Just as far as appearance is concerned, which of the two	41a. Both of these cigarettes had what they call "recessed" filters,
do you feel has the best looking package (leaving aside the	the filter material doesn't come all the way out to the
way, it works)?	end of the cigarette. Which do you prefer, recessed filters
	like these, or filter tips where the filter material is cut off
Present 35-1 (Ask b)	even with the end of the cigarette?
New2	Recessed44+1 (Ask b)
No difference or don't know 3 (Skip to 39)	Even with end2 (Skip to c)
그리다 하시아 없는 호텔에 되었다. 그렇게 하는 그리고 있는 것이 없는 그를 보는 것이 없었다. 그 사람	Don't know3 (Skip to 42)
취상 교육은 기를 보여 있는 지수 있는 것 같아.	Don't know
b. Why do you think that one is the best looking?	b. Why do you like recessed filters better?
	i kata da shi mga kata ka ka ka ka ka ka ka 📳 🎚
마슈네를 살아는 생생의 중에 얼굴된 100 이 2 보다 되다.	19 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
36-	(Skip: 🌋
	46- 7 10
	42)
37	Don't know 45-Y
e programme de la companya de la co La companya de la co	
그 동물 회장 외문 등등 경험 시작하는 그 얼마나 다시 나를 다 다 다른 사람이 되었다.	and the same and the same of t
	C. Why don't you like recessed filter tips as well?
Don't know37-Y	
39a. As far as the boxes themselves go, forgetting the colors	40- 4
and lettering, which do you like best as a package for ciga-	
rettes?	46-
	Don't know46-Y
Present38-1 (Ask-b).	Don't know40-1
New	
	42ai. How about the length of the two cigarettes? Did you notice
No difference or don't know 3. (Skip to 40).	any difference in the length?
	Yes47-1 (Ask b)
b. Why do you like that box best?	No2)
	No
	Don't know
39_	b. Which did you prefer as far as length goes?
	Present 47-4
	i
40-	New5
	Don't know6
	T ."
Don't know 40-Y	43. Would you be inclined to recommend the new Parliaments.
40a. Did you notice any difference in the filters in the two types	to: a. friend?
of cigarettes? (If "yes") Which did you like better, or	Yes48-1
didn't it make any difference?	No2
· ·	Don't know3
Yes .	د
Present 41-1 (Ask b) New 2)	44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL)
New2	Would you expect these new Parliaments to sell for more:
	than the present Parliaments, less than the present Parliaments
Don't know	ments: or: at the same; price?
But noticed difference	More: 49-1)
No-didn't notice difference	(Ask b)
	Less 21
b. Why did you like that one better	Same: price:3)
	Don't know 4
	Don't know
42-	b. Why do you say that?
. .	<u> </u>
	50-
43-	51-
Don't know43-Y	Don't know 51-Y
ADDIA & RILLY TO THE TOTAL TO T	Don (Know
	**

1001751925